

**In the Claims:**

Claims 1-33 (canceled)

Claim 34 (original): A method of encoding a data stream, comprising the steps of:  
partitioning said data stream into a plurality of data packets at a transmission network center;  
transmitting said data packets to a broadcast generator;  
receiving said transmitted data packets at said broadcast generator;  
writing said received data packets into an I/O memory of said broadcast generator;  
reading a plurality of extracted data packets from said I/O memory in an order that differs from the order in which said received data packets arrived at said I/O memory block;  
encoding said extracted data packets into encoded data streams; and  
interleaving said encoded data streams into a plurality of interleaved data segments.

Claim 35 (original): The method of claim 34, further comprising the steps of:  
determining whether a threshold amount of memory within said I/O memory has been filled by said received data packets; and  
initiating encoding of said received data packets if said determination is affirmative.

Claim 36 (original): The method of claim 34, further comprising the steps of:  
indicating, within each of said data packets whether each of said data packets requires lower-latency transmission time; and  
modifying said interleaving based on whether said data packets require lower-latency transmission time.

Claim 37 (currently amended): The method of claim 34, the encoding further comprising the steps of:

performing a bitwise-exclusive-OR between each bit of said extracted data packets and each bit of a data pattern to produce a plurality of whitened data streams; and  
convolutionally encoding said whitened data streams thereby producing a plurality said encoded data streams.

Claim 38 (currently amended): A method of transmitting data, comprising the steps of:

receiving a data stream including a plurality of data packets, wherein at least some data packets are designated as intended to be transmitted with low-latency; and  
interleaving said data packets over a broadcast frame except that the data packets designated as intended to be transmitted with low-latency are interleaved over a sub frame of the broadcast frame.

Claim 39 (original): The method of claim 38, wherein said sub frame is one-fourth of said broadcast frame.

Claims 40-43 (canceled)

Claim 44 (new): The method of claim 38, further comprising:

writing said plurality of data packets into an I/O memory;  
reading said plurality of data packets from said I/O memory in an order that differs from the order in which said plurality of data packets arrived at said I/O memory; and  
encoding said read data packets into encoded data streams, wherein said encoded data streams include said data packets that are interleaved over said broadcast frame.

Claim 45 (new): The method of claim 44, further comprising:

performing a bitwise-exclusive-OR between each bit of said read data packets and each bit of a data pattern to produce a plurality of whitened data streams; and  
convolutionally encoding said whitened data streams thereby producing said encoded data streams.

Claim 46 (new): The method of claim 38, further comprising:

modulating the frame of interleaved data segments for transmission across an FM subcarrier to a mobile device when the mobile device is in a broadcast mode.

Claim 47 (new): A method, comprising:

transmitting data packets of a data stream to a broadcast generator;  
writing the received data packets into an input-output memory of the broadcast generator;  
reading a plurality of extracted data packets from the input-output memory in an order that differs from the order in which the data packets arrived at the input-output memory;  
encoding the plurality of extracted data packets into encoded data streams;  
interleaving the encoded data streams into a plurality of interleaved data segments over a broadcast frame;

modulating the broadcast frame to produce a subcarrier signal for transmission across an FM subcarrier to a mobile device when the mobile device is in a broadcast mode; and  
receiving the subcarrier signal at the mobile device, wherein the subcarrier signal is processed to produce content on the mobile device.

Claim 48 (new): The method of claim 47, further comprising:

determining whether a threshold amount of memory within the I/O memory has been filled by said received data packets; and  
initiating encoding of the received data packets if the determination is affirmative.

Claim 49 (original): The method of claim 47, further comprising:

indicating, within each of the data packets whether each of the data packets requires lower-latency transmission time; and  
modifying the interleaving based on whether the data packets require lower-latency transmission time.

Claim 50 (new): The method of claim 47, the encoding further comprising:

performing a bitwise-exclusive-OR between each bit of the extracted data packets and each bit of a data pattern to produce a plurality of whitened data streams; and  
convolutionally encoding the whitened data streams in producing the encoded data streams.

Claim 51 (new): The method of claim 47, further comprising generating segment headers for each interleaved data segment, such that the segments are identifiable by the mobile device when the mobile device receives the subcarrier signal.

Claim 52 (new): The method of claim 47, wherein modulating the broadcast frame further comprises modulation of the broadcast frame symbol by symbol under transmit clock timing.